

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



65.77

LIBRARY  
RECORDED  
★ MAR 8 1939 ★  
U. S. Department of Agriculture.

***COKER'S  
PEDIGREED  
SEEDS***

**SPRING - 1939**



***COKER'S PEDIGREED SEED CO.***

DAVID R. COKER, Founder

**HARTSVILLE, SOUTH CAROLINA**



*“Nothing is so important in the production of farm crops as knowledge of the quality of the planting seed and their ability to produce both quantity and quality. It is highly desirable for the farmer to know personally his seed breeder, to visit him occasionally, note his methods and see his new strains in fruitage in the fields.”*

DAVID R. COKER,  
May 1936.



DAVID R. COKER, FOUNDER  
1870-1938

## *A Lifetime of Service to Southern Agriculture*

COKER'S PEDIGREED SEED COMPANY represents the life-work of its founder, our late president, Mr. David R. Coker. This organization stands and shall continue to stand as a monument to a life dedicated to the cause of southern agriculture. The accomplishments of Coker's Pedigreed Seed Company are due to the practical knowledge and scientific ideals of its Founder and to the devoted work of the group of trained scientists whom he gathered around him and imbued with his own ideals and enthusiasms.

The story of Mr. Coker's untiring efforts to raise the status of southern agriculture and to improve conditions of the southern farm family, is a familiar one to the people of the South. His first experimental tests with cotton began in 1898, the results being published by Clemson College. Only one year of practical farming had convinced him of the great need of definite information as to best varieties and proper fertilization of cotton, and he immediately set out to obtain this needed information. From this time, throughout the rest of his life, Mr. Coker's interest in plant breeding and experimentation continued to grow until today his organization is recognized as one of the outstanding commercial breeding plants in the country, and his name is known and honored throughout the South and the Nation.

Mr. Coker's enthusiasm in this work was due in part to his interest in its scientific side, but though he was a naturalist and scientist, he was above all, a philanthropist. He wished that these benefits might be enjoyed by every farm family in the country, and to this end he spent the best efforts of his life. Always studying closely the problems of the farmers, he anticipated their needs and sought to have the solution to their problems ready even before the demand arose. In all of the extensive breeding operations carried on by this organization through the years, the good of the southern farmer has held first place in his consideration. In addition to the breeding work in its strictest sense, Mr. Coker devoted much time and effort in the endeavor to solve many general farm problems, for example, the effect of fodder pulling on the yield and quality of corn, spacing and fertilizer experiments with both corn and cotton, and proper seeding rates for small grains. Many thousands of dollars and some of the best years of Mr. Coker's life were spent in finding out the cheapest and most effective method of weevil control, a method that could be followed by every cotton grower.

Mr. Coker's strength lay in his farsightedness and in his singleness of purpose to achieve his ends. He was interested in many business enterprises and an important factor in many educational and civic organizations, but to the work of Coker's Pedigreed Seed Company he devoted the best of his time and thought. He foresaw the time when he could not direct it personally. To this end every member of his organization was trained. So that today this work will continue to go on with that same spirit of loyalty and service to the farmer, and with the same ideal of progress along scientific and practical lines.



# Personnel of Coker's Pedigreed Seed Company



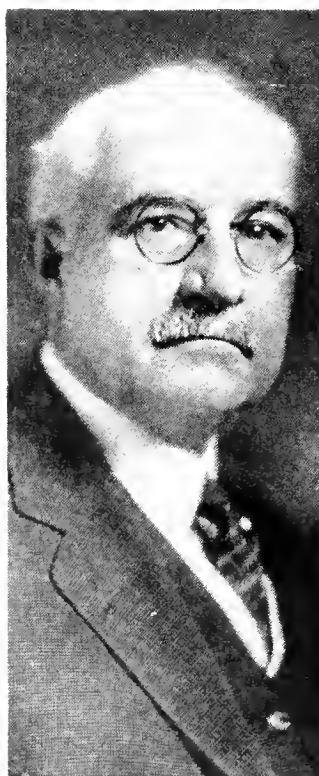
GEO. J. WILDS, *President*

A.B., University of South Carolina, 1913; M.A., Cornell University, 1917; D.Sc., Clemson College, 1937; Director of Plant Breeding since 1921.

With Mr. Coker's death on November 28, 1938, the question has naturally arisen as to what the future plans and policies of the Coker's Pedigreed Seed Company will be.

Those of you who knew Mr. Coker personally, were familiar with his far-reaching vision and broad outlook for the agriculture of the South and his genius for organization and planning. During his lifetime, Mr. Coker made provision for the future operations of the Company and perfected plans so that its service might continue uninterrupted.

MR. GEORGE J. WILDS, who succeeds Mr. Coker as President of the Company, has been associated with Mr. Coker since 1908 and has been Director of Plant Breeding since 1921. Mr. Wilds, who is a graduate of the University of South Carolina, received his Master's Degree in Plant Breeding at Cornell University and was honored with the Degree of Doctor of Science by Clemson College. He is responsible for the breeding and introduction of the new strains and varieties of cotton, tobacco and small grains which the Company has offered since 1918. Associated with Mr. Wilds in the Breeding work are Mr. R. S. Cathcart and Mr. J. V. Williamson of Clemson College, Mr. B. E. Smith of the University of North Carolina, and Mr. H. M. Larimore of the University of South Carolina. They are ably assisted by a corps of trained workers.



J. J. LAWTON  
*Vice-President*



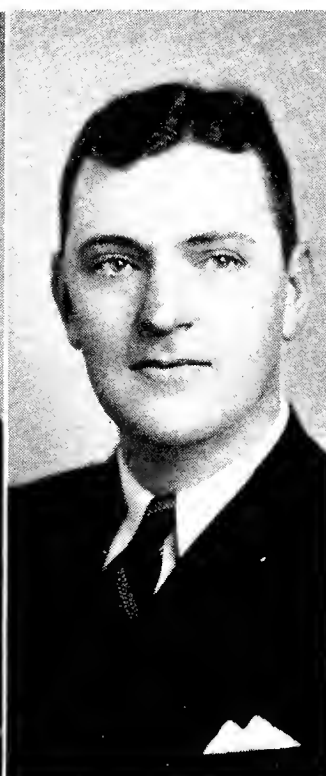
ROBERT R. COKER  
*Vice-President and  
Sales Manager*



A. L. M. WIGGINS  
*Treasurer*



J. F. CLYBURN  
*Asst. Treasurer and  
Farm Manager*



J. A. HENSON  
*Secretary*



Mr. J. F. CLYBURN'S association with Mr. Coker dates back to 1908, when he accepted a position with J. L. Coker & Company, and he has served with Coker's Pedigreed Seed Company as Manager of most of their farming operations since 1918. He will continue to serve with the Company as Farm Manager and Assistant Treasurer.

Mr. Coker's oldest son, Robert, has been with the Coker's Pedigreed Seed Company since his graduation from the University of South Carolina in 1928, and has had active charge of the Sales Department since 1932; his connection with the Company will continue as Vice-President and Sales Manager.

Mr. J. A. HENSON, who has been selected as Secretary, came with Mr. Coker in 1924, and has served as Mr. Coker's private Secretary and in the Sales and Seed Production Departments.

Mr. A. L. M. WIGGINS, whose affiliation with Mr. Coker began in 1913, after his graduation from the University of North Carolina, continues as Treasurer of the Company. Mr. Wiggins also holds other important offices, such as Managing Director of J. L. Coker & Company; President, Bank of Hartsville. He is a past President of S. C. Banker's Association.

Mr. J. J. LAWTON, Mr. Coker's brother-in-law, and business partner for more than 40 years, will continue to serve as Vice-President in addition to his duties as President of the Hartsville Oil Mill and J. L. Coker & Company. He is past President of the National Cotton Seed Products Association.

Mr. G. M. BROWN has been our warehouse manager since starting with our Company in 1919.

The care of the Guernsey herd has been vested in Mr. J. P. Morris since 1924. Our bookkeeping department has for a number of years been supervised by Mr. C. B. Hucks and our traveling representative, Mr. R. S. Entzminger, has served in that capacity since 1933.

These men, all qualified by a background of education, experience and association with Mr. Coker and imbued with a spirit of loyalty, are united in their determination to carry on his work under the policy and program laid out by him.

The Company's outlook is good, advance bookings of cotton seed are the best in years and the future of the plant breeding work offers such valuable prospects as, new rust resistant varieties of oats and wheat, new strains of cotton, of both long and short staple, for wilt and non-wilt lands, and further improvement in bright leaf tobacco varieties.

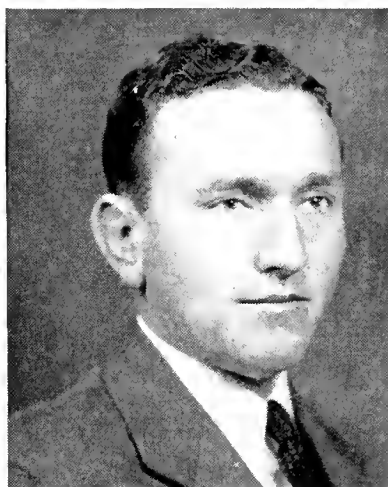
The Company will continue to serve the farmers of the South and to coöperate with the Extension Service and other governmental and educational agencies for the upbuilding of southern agriculture.



R. S. CATHCART  
*Plant Breeder*



J. V. WILLIAMSON  
*Plant Breeder*



B. E. SMITH  
*Plant Breeder*



H. M. LARRIMORE  
*Plant Breeder*



G. M. BROWN  
*Warehouse Manager*



J. P. MORRIS  
*Herdsmen*



C. B. HUCKS  
*Head Bookkeeping Department*



R. S. ENTZMINGER  
*Traveling Representative*

# Breeding Achievements and Program

The work of Coker's Pedigreed Seed Company is the breeding and distribution of highly bred seed and the passing on of all sound agricultural knowledge learned through experience and scientifically conducted experiments. Varieties are bred with definite aims in view, to fill specific needs and must produce, for the growers, more net dollars per acre.

## LONG STAPLE UPLANDS

Our first efforts were devoted to the development of highly productive long staple upland cottons. The first work was started in 1901, when extra staple plant selections were made from the Jones' Big Boll by Dr. W. C. Coker and Dr. D. N. Shoemaker. These were in plant-to-rows in 1902 and the work was then taken over by our Mr. D. R. Coker. From this material, the wonderful Hartsville Long Staple series was bred.

Later, from a few seed of a striking selection of Columbia, came the Webber Long Staple. From the Webber was bred the early, thin foliaged Webber 49 and the more vigorous, longer stapled Webber 82. From the Webber 82 was bred Deltatype Webber. From a cross of Lightning Express and Deltatype Webber made in 1919 was bred the Wilds long staple cotton.

The last three strains of Wilds, namely: 8, 9 and 10 (all from the same blood line) are far superior to any upland long staple cottons ever bred. These cottons set a crop more quickly than any variety. The bolls open wide, fluff and pick like short cotton. The staple length under ideal conditions is  $1\frac{3}{8}$  to  $1\frac{1}{2}$  inches, and strong and silky. The lint percent averages  $33\frac{1}{3}\%$  or better, under South Carolina conditions. We are continuing our Wilds breeding work only with this markedly superior blood line and have a new and even more promising strain in increase which will be ready for distribution in the fall of 1939.

## FULL LENGTH SHORT COTTON

In 1918 a definite drive was started by Mr. Coker and his Plant Breeding organization to breed a group of  $1\frac{1}{32}$ " to  $1\frac{1}{8}$ " cottons that would be as, or more productive than the best short cottons and have a premium staple. Thousands of staple selec-

tions were made from our breeding plots and increase fields of Cleveland Big Boll, planted in plant-to-rows; the best plants were selected from these best rows and put back in plant-to-rows and this continued until uniform, productive, full-length cottons were found.

From this work came Coker  $1\frac{1}{8}$ " Cleveland, Coker  $1\frac{1}{16}$ " Cleveland, Richland Cleveland, Extra Cleveland and finally the Coker-Cleveland 5 and 884 series.

In the meantime, hybridization had been resorted to and from a cross of Lightning Express and Cleveland was bred Farm Relief, a cotton that combined the thin foliage and earliness of the Lightning Express with the high lint percent and boll size of the Cleveland and having a lint length between the two. Five strains of this valuable cotton have been bred and introduced. (See page 14 for description of Farm Relief Strain 5.)

## COKER 100

Foreseeing the time when  $1\frac{3}{32}$ " to  $1\frac{5}{32}$ " cottons would be in great demand, our breeders concentrated every effort towards the breeding of such cottons. Many hybrids were made and extra-staple selections were made from many varieties. An answer to this demand is our Coker 100 cotton, the most productive and widely adapted cotton for non-wilt lands that we have ever offered.

Intensive and extensive breeding experiments are being carried on with this prepotent and valuable plant family. That real progress is being made is shown by the higher records of the new Strains of Coker 100, two of which we are offering this year, namely, Coker 100 Strain 2 (see page 8) and Coker 100 36-3 (see page 9). A newer strain that will be offered in the fall of 1939 led all varieties in yield, of seed cotton, lint and money value at Pee Dee Experiment Station in 1938. Behind these are still newer and more striking selections.

## WILT COTTON

Since Fusarium Wilt first appeared in this section our breeders have been bending every effort towards the breeding of full length cottons that would produce maximum yields on wilt soils.



This field of Coker's 4 in 1 cotton made slightly more than 1000 lbs. lint per acre.



Breeding Coker 100 for wilt resistance . . . note difference in resistance between rows 38-27 and 38-28.



The U. S. D. A. turned their breeding stocks of Dixie over to us and several good strains were bred and introduced. Later, from a cross of Dixie and Webber 49 was bred the Super-Seven series.

In the meantime, seed of the new staple Cleve-lands were planted on these wilt soils. The plants that survived were selected, planted back on wilt soils in plant-to-rows continuously until uniform strains were found that combined full length staple, high production and wilt resistance. This gave rise to our Cleve-wilt cottons, all tracing back to our Coker 1½" Cleveland. Cleve-wilt Strain 7 (see page 12) is the best of these cottons. We are continuing large scale breeding experiments with these cottons and have many new and promising strains.

Many hybrids have been made between various wilt and non-wilt cottons in an effort to get earlier maturity and thinner foliage. From a cross of Coker Foster Strain 6 and Cleve-wilt, we have bred Coker's 4-in-1, a cotton that is intermediate in type between the parents. It combines earliness, vigor, boll size, storm resistance, good picking qualities and high production. Strain 1 of this cotton, offered first in 1938, has met with general acclaim. We are offering Strain 2 (see pages 10 and 11) this year and have many new strains in breeding tests and increase.

By continuous selection and plant-to-row testing on wilt soils, we are trying to breed wilt resistance into all our cottons. Shown in photo on page six is a new Coker 100 that shows a high degree of wilt resistance. We have many such strains coming from Coker 100, Farm Relief and new hybrids.

Our wilt breeding program is by far the most comprehensive and extensive of any in the U. S. Not only are more plant selections and strains being tested, but we have discovered that there are at least three, and perhaps more, different physiological races of wilt. A variety of cotton may be resistant to one or more and susceptible to the others. Where these differences occur, the worst wilt areas are marked out and all our wilt varieties and new selections are planted, with from one to eight replications. Four such plots were planted the past year. Accurate counts are made and those strains that show highest resistance to all races of wilt are saved. So important is the wilt problem that at present over half of our breeding work is on such soils.

That there is "safety in numbers" was never truer than when applied to plant breeding. We once

selected and tested hundreds of plants, now we select and test thousands. Our breeding and test technique has been so perfected that experimental error is small. Only those cottons of proven superiority are ever offered as new strains or varieties.

## SMALL GRAINS

Our small grain breeding work, started in the fall of 1908 when the first plant-to-row of oats and Abruzzi rye was planted, has continuously increased. First, pedigreed Appler strains were bred and introduced; later, pedigreed Fulghum strains. Some years the oat crop was a total failure due to winter killing. Our breeders saw that we must have cold resistant varieties that would make maximum yields every year. From crosses made by our Dr. J. B. Norton, the wonderful Norton cold resistant oats were bred and introduced.

Smut has always been a problem. The Navarro, a poorly adapted low yielding variety, was immune to smut. This was crossed on our Fulghum and from this cross was bred Coker 33-50, an oat more productive than the Fulghum and highly resistant to smut. Coker 33-50 was not cold resistant, so the Norton strains, carrying the cold resistant factors, were crossed on Navarro and strains were bred that combined the smut resistance of the Navarro with the cold resistance of the Nortons. Coker 32-1 was the first of these to be introduced and was followed by Coker 33-47 and the superior Fulgrain variety.

Another limiting factor in oat production was rust. Certain South American varieties, introduced in the United States are highly rust resistant but are undesirable in all other characters. Following the logical procedure, the high yielding cold and smut resistant types were crossed on these rust resistant types. From such crosses many new strains of oats have been bred that combine the cold, smut and rust resistance of the parents and are now in various stages of testing and increase.

## WHEAT

A similar breeding program is being carried on with wheats. A striking new Redhart strain is ready for distribution and new hybrid strains are being bred that will combine leaf rust, stem rust and mildew resistance with high yield and wide adaptability.



Breeding plot of a new oat which combines resistance to rust with cold and smut resistance . . . to be introduced in fall of 1940.



Showing third generation segregations of a cross of Victoria X Fulgrain . . . parents of the new oat shown in photo on left.

# COKER 100 *Strain 2*

*The Heaviest Yielding Cotton We Have Ever Bred or Tested*

Coker 100 Strain 2 has made the best record of any variety of cotton we have offered to our customers during our 37 years of cotton plant breeding.

It has a combination of qualities which have enabled it to produce excellent crops under a wide variety of conditions. Its outstanding characters are its small stalk, small, well shaped leaves, and extreme earliness.

One eleven-acre field of Coker 100 Strain 2 on our Hartsville Plantation this season averaged 1,007 pounds of lint per acre or slightly over 2 bales.

This cotton came first in the 1937 Pee Dee, S. C.

Experiment Station Test and again led all commercial varieties in 1938 with a yield of 993.2 pounds of lint per acre. These splendid yields are even more significant because of its average length of 1- $\frac{1}{16}$ " to 1- $\frac{1}{8}$ " staple of remarkable uniformity, excellent character and strength.

Coker 100 has a small, quick germinating seed which results in earlier, better stands.

Coker 100 Strain 2 averaged 98 pounds of lint per acre more than Strain 1 in our 1937 test and 70 pounds more lint in our 1938 test; has a smaller stalk, thinner foliage and is earlier in maturity.

## DESCRIPTION

**Plant:** Small, symmetrical, determinate, 2 to 4 low set vegetative branches and well spaced fruiting branches.

**Foliage:** Very thin—leaves small.

**Season:** Very early.

**Bolls:** Medium, 70 to 80 to pound; round ovate, slightly pointed, open wide; fluff beautifully; storm and weather resistant.

**Lint Length:** 1- $\frac{3}{32}$ " to 1- $\frac{1}{8}$ " full, under good conditions.

**Lint Per Cent:** 36 to 38%.

**Character:** Excellent, full bodied, uniform, strong.

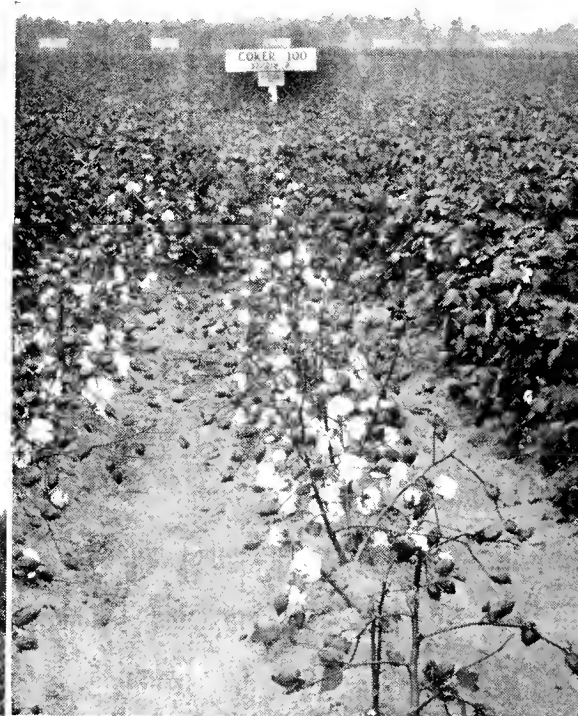
**Production:** Highest.

**No. Seed Per Bushel:** Approximately 126,000.

**PRICES:** \$12.50 per 100-lb bag; \$200 per ton f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.

Photo on right, taken August 22nd, showing open cotton and well developed bolls of Coker 100 Strain 2.

Photo below: This field of Coker 100 Strain 2 cotton picked better than 2 bales per acre.





# COKER 100 36-3

## *A New Coker 100 Cotton With a Longer Staple*

Coker 100 36-3 will fill the demand for a slightly longer cotton, having all the good qualities of the Coker 100 variety. It has produced more pounds of lint per acre than Coker 100 Strain 1 in spite of the fact that it averages  $1\frac{1}{32}$ " to  $1\frac{1}{16}$ " longer staple and has yielded slightly less than Coker 100 Strain 2.

Coker 100 36-3 is taller, more erect and open growing, thinner foliated and earlier than Coker 100 Strain 1. Its vigor enables it to get off to a quick start and set and mature an early crop.

During 1938, Coker 100 36-3 ranked high in

money value per acre in our Variety Tests, produced 904.7 lbs. of lint per acre with an average staple of  $1\frac{1}{8}$ " in the Pee Dee Experiment Station test at Florence, S. C., and led all varieties in pounds of seed cotton per acre in a test conducted by the General American Farms Company at Bragg City, Missouri. This cotton is especially recommended for the Deltas of Mississippi and Arkansas, the Red River Valley of Louisiana, the Northern Edges of the cotton belt and on all good cotton lands not infested with wilt, where extra staple, earliness and heavy yield, is desired.

### DESCRIPTION

**Plant:** Erect; semi-determinate; 2 to 4 vegetative branches and well spaced, more erect, heavily balled fruiting branches.

**Foliage:** Very thin; leaves small.

**Season:** Very early.

**Bolls:** Medium, 70 to 80 to pound; round ovate, slightly pointed, open very wide; fluff beautifully; storm resistant.

**Lint Length:**  $1\frac{5}{32}$ " under good conditions.

**Lint Per Cent:** 36 to 38%.

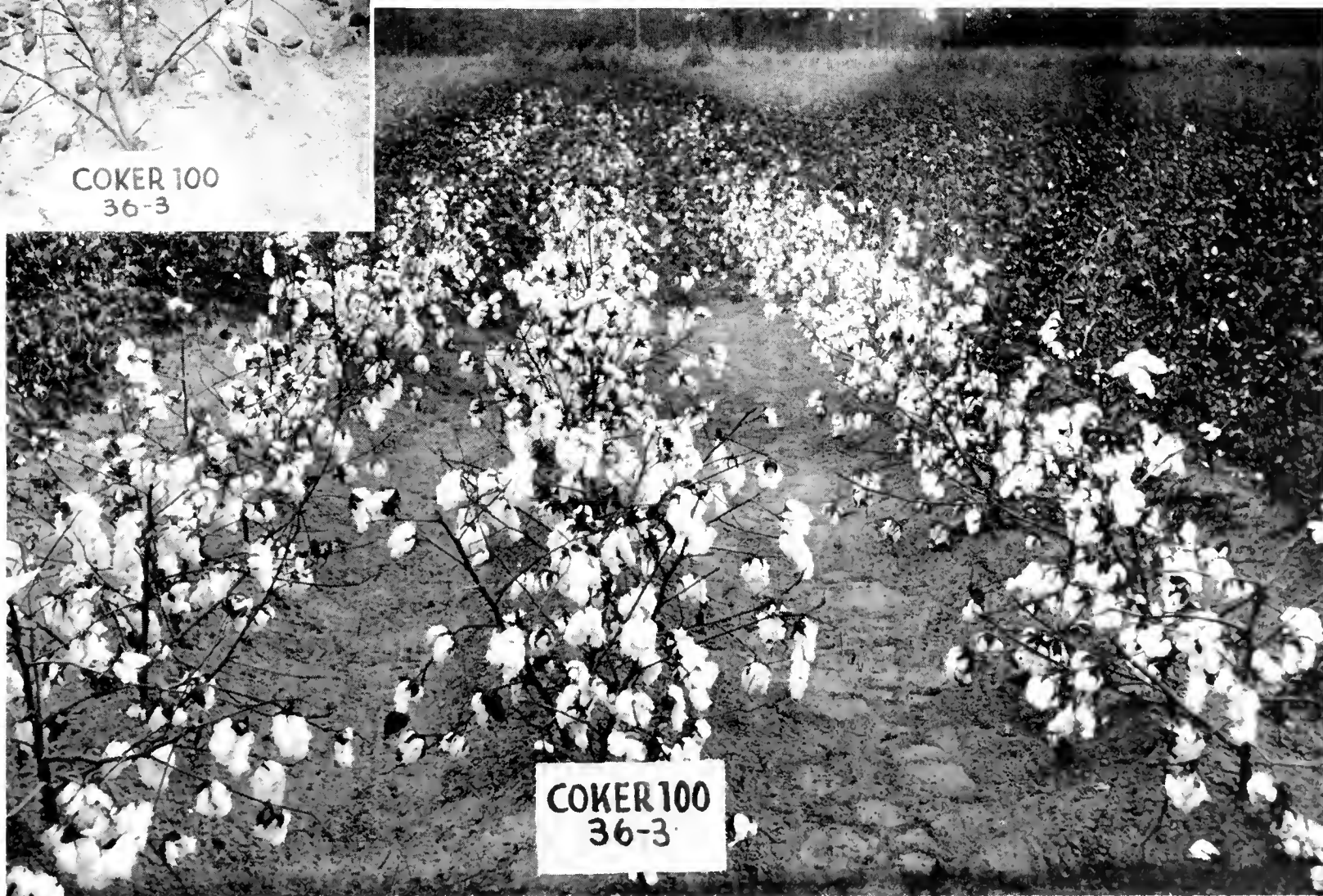
**Lint Character:** Most excellent; uniform; strong.

**Production:** Among the best.

**No. Seed Per Bushel:** Approximately 129,000.

**PRICES:** \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.

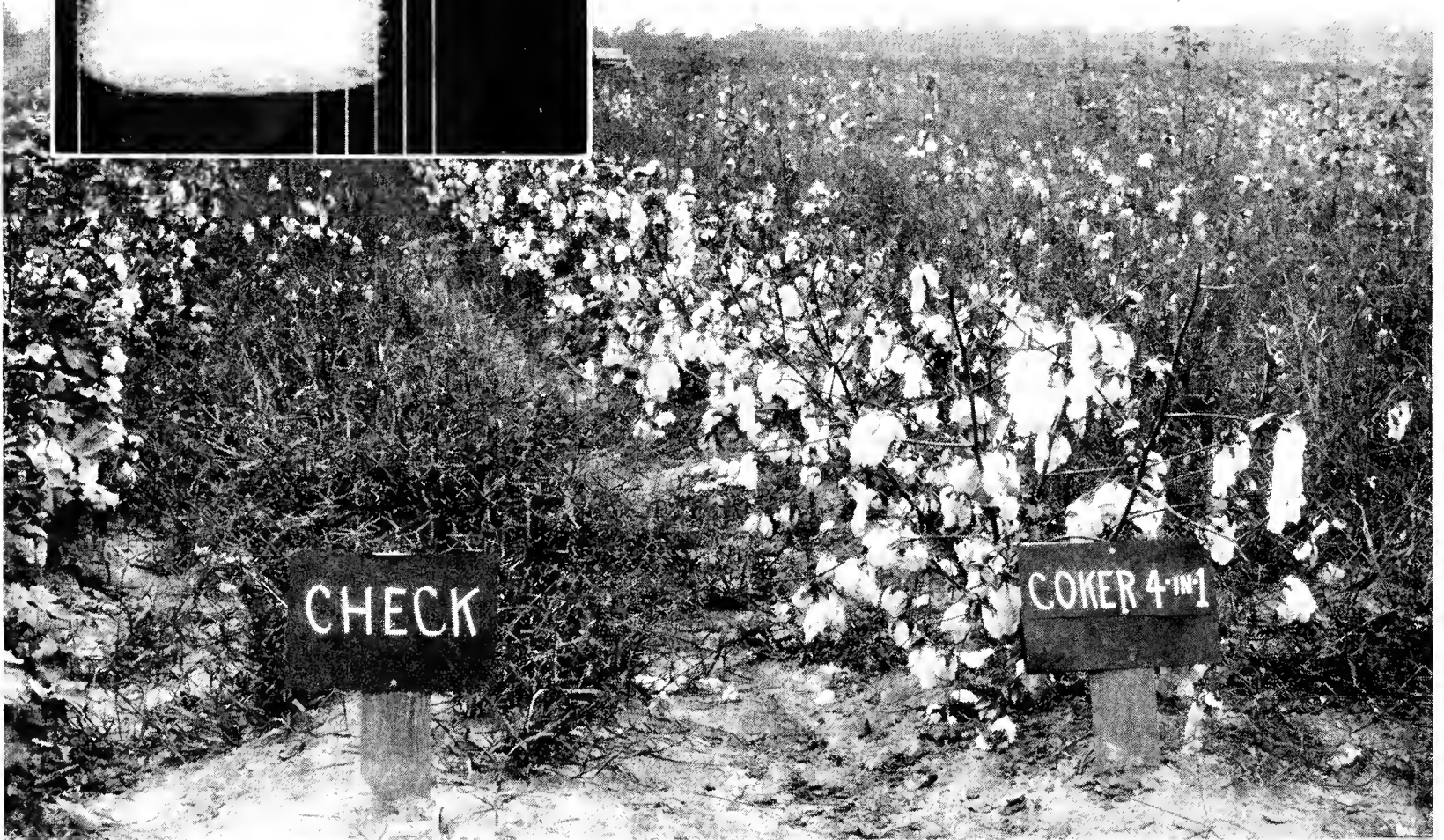
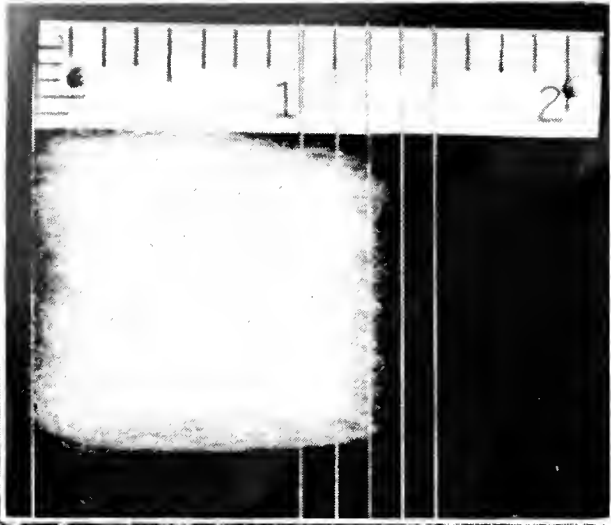
Photo on left: Showing well developed bolls and open type of Coker 100 36-3.  
Photo below: Coker 100 36-3 in first year increase—1936, note wide, fluffy opening and storm resistance.





# COKER'S 4-IN-1

Left: Coker's 4-in-1 staples full  $1\frac{1}{16}$ " to  $1\frac{3}{32}$ " under good conditions.  
Below: This photograph shows the excellent wilt resistance of Coker's 4-in-1.  
Bottom: 4-in-1 is an excellent yielder for both wilt and non-wilt lands.





# Our Most Productive Cotton

## FOR WILT LAND

Coker's 4-in-1 comes from a cross of our Foster Strain 6 and Cleve-wilt. It is the result of 12 years' continuous breeding and testing both on wilt and non-wilt soils. Those of us who have grown and studied this variety during its development, increase, and testing period, realize that these years of painstaking care and expense were not in vain. Coker's 4-in-1 is worthy of this effort. It is a remarkable variety—combining the earliness, and thin foliage of the Foster with the high yield, vigor and wilt resistance of the Cleve-wilt.

It is a good cotton either for wilt or non-wilt soils. It led our Main Variety Test in 1936 and ranked 5th in 1937 in pounds of seed cotton per acre. In our main wilt tests, conducted at Hartsville, Sumter, Manning and Alcolu, (in which certainly three and possibly four different biologic forms of *Fusarium* wilt are represented), it ranked in yield,

1st at Sumter, 2nd at Alcolu, 3rd at Hartsville and 3rd at Manning. In these tests were planted 32 of the best wilt varieties and strains. In the 1937 Clemson College (S.C.) Test on non-wilt land, Coker's 4-in-1 led all varieties, both wilt and non-wilt resistant, in pounds of seed cotton and money value per acre. In the 1937 Pee Dee Station test, Coker's 4-in-1 led all wilt varieties except our Cleve-wilt 7 which out-yielded it by only 15.9 pounds seed cotton. 4-in-1 led the next highest competing wilt variety by 179.5 pounds seed cotton per acre. At this station in 1938, it led all commercial wilt resistant varieties in both staple length and money value per acre.

Coker's 4-in-1 Strain 2 has all the good qualities of Strain 1 and in addition is a few days earlier; more uniform in type; has smaller leaf; a little larger boll; and higher lint per cent. It also has a slightly better wilt resistance and yield record.

### COKER'S 4-IN-1 Strain 2

#### DESCRIPTION

**Plant:** Semi-dwarf, 2 to 4 basal branches and medium length fruiting branches.

**Foliage:** Medium thin, slightly thinner than Strain 1.

**Bolls:** Round ovate, slightly pointed, pendant; open wide; fluff beautifully; easy to pick; storm and weather resistant.

**Boll Size:** 68 to 72 to pound.

**Lint Length:** 1- $\frac{3}{32}$ " under good conditions.

**Lint Character:** Excellent.

**Lint Per Cent:** 35.5 to 37.5%.

**Yield:** Highest of any wilt resistant cotton we have bred or tested.

**Season:** Slightly earlier than Strain 1.

**Wilt Resistance:** Among best.

**No. Seed Per Bushel:** Approximately 119,000.

**PRICES:** \$12.50 per 100-lb bag; \$200 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.



Photo taken August 22nd shows quick and heavy fruitage of Coker's 4-in-1 Strain 2.

### COKER'S 4-IN-1 Strain 1

#### DESCRIPTION

**Plant:** Semi-dwarf; stocky, two to four vegetative branches.

**Foliage:** Medium thin.

**Season:** Early.

**Lint Length:** 1- $\frac{3}{32}$ " under good conditions.

**Bolls:** 70 to 75 per pound; round, ovate; slightly pointed, pendant; open wide and fluff nicely, yet are very storm resistant.

**Lint Per Cent:** 35 to 36.5%.

**Character:** Excellent.

**Wilt Resistance:** Good.

**No. Seed Per Bushel:** Approximately 115,000.

**PRICES:** \$7.50 per 100-lb bag; \$140.00 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.

# Coker - Cleviewilt

## STRAIN 7

The best and earliest Cleviewilt that we have yet offered. It combines the highest wilt resistance, high yield and desirability in type. It is thinner foliaged than other strains, flat topped, with two to four vegetative branches, set close to the ground and has long, well spaced fruiting branches. The staple is  $1\frac{3}{32}$ ", silky, with lint turn out of 37 to 39 per cent. It led the Pee Dee Experiment Station 1936 Variety Test in pounds of seed cotton per acre and came second in the South Georgia test at Tifton. Coker-Cleviewilt 7 led all other wilt varieties in seed cotton production in the 1937 Pee Dee Experiment Station test, producing 2,510 pounds per acre—194.7 lbs. more than any other wilt variety except one of our own breeding. Cleviewilt 7 has stood either at or near the top in all of our wilt tests. Strain 7 is the earliest, most productive, most wilt resistant and storm resistant of all the Cleviewilts.

### DESCRIPTION

**Foliage:** Medium thin, leaves turn up at edges admitting more sunlight.

**Season:** Earliest of Cleviewilts.

**Bolls:** 70 to 76 to the pound, round ovate, storm resistant.

**Lint Length:**  $1\frac{3}{32}$ " under good conditions.

**Lint Per Cent:** 37 to 39%.

**Character:** Silky, strong.

**No. of Seed Per Bushel:** Approximately 118,000.

**PRICES:** \$7.50 per 100-lb bag; \$140 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All Seed Treated With Ceresan.

Photo on left: Shows productivity of Cleviewilt 7 on non-wilt land. Photo below: Shows resistance of Cleviewilt 7 to the virulent Manning wilt.





# Coker-Wilds

## STRAIN 10

Coker-Wilds 10 is the earliest maturing and thinnest foliaged of all Wilds strains. It is descended from the famous Wilds 8 blood line. The staple averaging under good conditions 1- $\frac{3}{8}$ " to 1- $\frac{1}{2}$ " is the same as Wilds 9 and  $\frac{1}{32}$ " to  $\frac{1}{16}$ " longer than Strain 8. Its flat topped, medium open type and semi-dwarf stalk combine to make it an excellent cotton for fertile soils. **SOLD OUT.**

## STRAIN 9

Coker-Wilds Strain 9 is descended from a superior plant selection of Wilds 8 and has all of the good qualities of this wonderful long staple upland cotton and is in addition slightly earlier and longer.

### DESCRIPTION

**Plant:** Semi-dwarf; determinate, flat topped, 1 to 3 vegetative branches; well spaced fruiting branches.

**Foliage:** Medium thin; same as Wilds 8.

**Season:** Early, earliest of all Wilds Strains except Wilds 10.

**Bolls:** Round ovate, slightly pointed, 65 to 70 to pound; open wide; fluff beautifully; storm resistant; looks and picks like short varieties.

**Lint Length:** 1- $\frac{3}{8}$ " to 1- $\frac{1}{2}$ "— $\frac{1}{32}$ " to  $\frac{1}{16}$ " longer than Wilds 8.

**Lint Per Cent:** 33 to 35%.

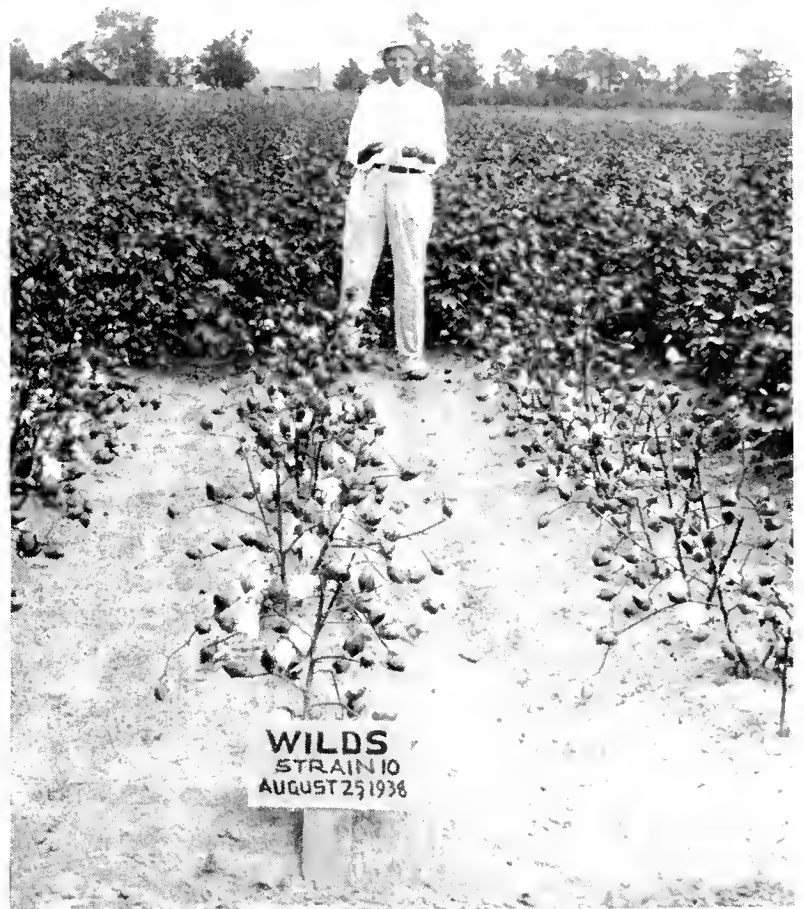
**Character:** Best—strong, silky.

**Production:** Excellent.

**No. Seed Per Bushel:** Approximately 99,000.

**PRICES:** \$10.00 per 100-lb bag; \$180 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.

Right: Note earliness and compact growth of our newest Wilds strain. Photo below: Shows wide fluffy opening, heavy yield and dwarf type.



# COKER 100 Strain 1

A considerable part of the credit for the success of Coker 100 under weevil conditions is due to its extreme earliness, semi-dwarf weed and small leaves.

During 1935, 1936 and 1937, Coker 100 stood at the top in ten State-conducted variety tests. It is an excellent cotton for medium to good grades of cotton land throughout the cotton belt but should not be planted on wilt soils.

## DESCRIPTION

**Plant:** Dwarf, symmetrical, spreading, determinate; 2 to 4 low vegetative branches and long, well balled fruiting branches.

**Foliage:** Thin, dark green.

**Season:** Very early.

**Bolls:** 70 to 75 to pound; round ovate, slightly pointed; open very wide; fluff beautifully; storm and weather resistant.

**Lint Length:** 1- $\frac{1}{16}$ " to 1- $\frac{1}{8}$ " under good conditions.

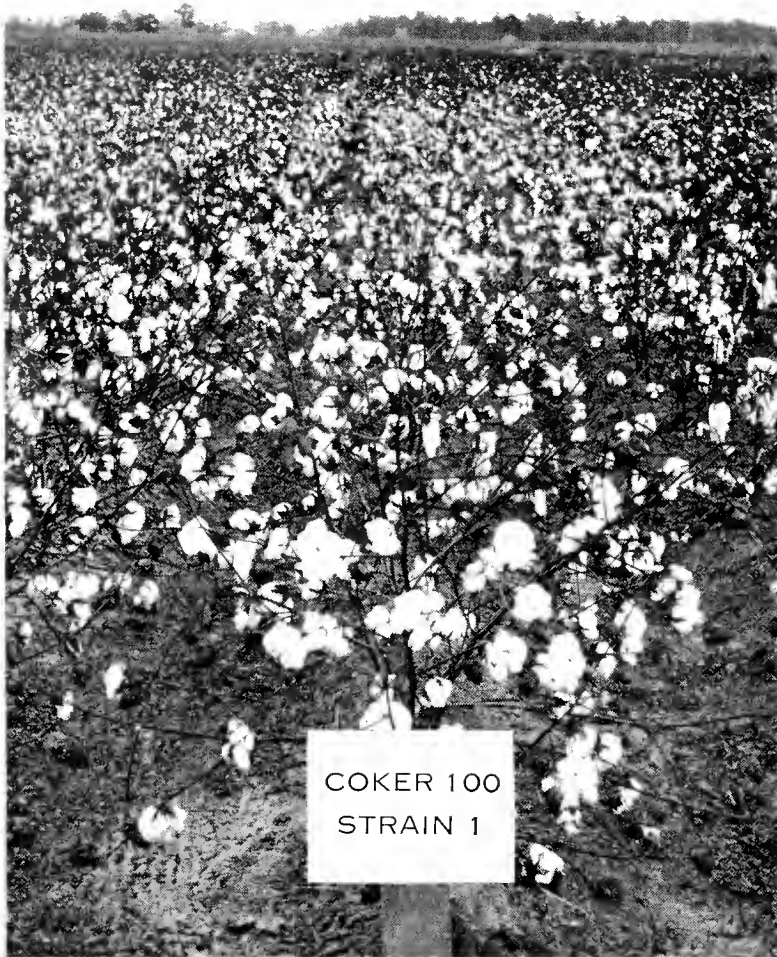
**Lint Per Cent:** 36 to 38%.

**Character:** Excellent, well bodied, uniform, strong.

**Production:** Very good.

**No. Seed Per Bushel:** Approximately 127,000.

**PRICES:** \$6.00 per 100-lb bag; \$100 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.



This field of Coker 100, planted late produced 672 lbs. lint per acre.

# COKER'S FARM RELIEF Strain 5

## A Superior Strain With Higher Lint Per Cent

Farm Relief Strain 5 is descended from a superior plant of the Strain 4 blood line and has all the excellent qualities of the parent strain. In addition, it has more vigor, stands adverse weather better, is earlier, has a little higher out-turn and a better yield record. In our 1936 test Farm Relief 5 produced 63.7 pounds of lint per acre more than Strain 4, averaged slightly higher in lint per cent and was valued at \$10.33 per acre more. It led Strain 4 by 58 pounds of lint and \$5.98 in value of lint and seed per acre in our 1937 test. The staple of both strains was classed as 1- $\frac{3}{32}$ " and character and body excellent. We offer this strain of Farm Relief to our customers with the full assurance that they will realize higher yields and more dollars per acre than with previous strains.

## DESCRIPTION

**Plant:** Medium tall, very open, generally 1 to 2 vegetative branches, long, well spaced fruiting branches.

**Leaves:** Medium small, widely spaced.

**Season:** Very early.

**Bolls:** 58 to 62 to pound, long round ovate; very storm resistant yet easy to pick.

**Lint Length:** 1- $\frac{3}{32}$ " under good conditions.

**Lint Per Cent:** 40 to 43.5%.

**Lint Character:** Excellent, hard, full bodied.

**Production:** One of the best.

**No. Seed Per Bushel:** Approximately 110,000.

**PRICES:** \$10.00 per 100-lb bag; \$180 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., and Memphis, Tenn. All seed treated with Ceresan.



Breeding field of Coker's Farm Relief.



# Coker's Pedigreed Ellis Corn

## A NEW STRAIN

We have been breeding the Ellis variety since 1919 and consider it the safest corn to plant year in and year out that we have ever bred, grown or tested. It is not spectacular but is dependable.

Our breeding work has been carried on continuously in an effort to further increase its yield and maintain its other desirable qualities. As a result of this work, our new strain of Ellis averages a much higher percentage of 2-eared stalks. Its stocky, sturdy plants are very drought resistant and make it the best and most dependable yielder for light, sandy soils that we know of, and it is, of course, an even better producer on good soils.

## DESCRIPTION

**Plant:** Stocky, strong, ears set medium low.

**Ears:** Mostly 2; 7 to 10 inches long; about 2½ inches in diameter; 16 to 18 rows.

**Cobs:** White.

**Grains:** Dimple dent; white to cream colored; medium deep; hard and flinty.

**Weevil Resistance:** Excellent—the best of any white variety we know of.

**Drought Resistance:** Very good.

**Season:** 130 to 150 days.

**PRICES:** \$5.00 per bushel; \$4.50 per bushel in five bushel lots, f.o.b. Hartsville, S. C.



Typical ears of Coker's Pedigreed Ellis Corn.



Note splendid growth and well developed ears—Coker's Garrick is excellent for seed or silage.

# Coker's Pedigreed Garrick Corn

## "GOOD FOR SEED OR SILAGE"

A vigorous grower, 8 to 10 feet tall under average field conditions. When well-manured on fair to good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet. Our crop of Garrick this past season averaged approximately 23 tons of silage per acre.

Garrick is also a heavy producer . . . some of our fields made nearly 70 bushels per acre last year. It produces hard, flinty, white grains (has white cob) and is excellent for home use or milling purposes.

## DESCRIPTION

**Season:** Medium to late.

**Cob:** White.

**Grain:** White, flinty, medium deep.

**Ears:** Two to four to stalk.

**Weevil Resistance:** Good.

**Stalk:** Vigorous grower.

**PRICES:** \$5.00 per bushel; \$4.50 per bushel in 5-bu. lots, f.o.b. Hartsville, S. C.



Cover crop of Fulgrain oats and common vetch planted behind cow peas. Samples dug January 5th showed a green weight per acre of 23,348 lbs.

## Five Essentials of Cotton Production

With the acreage limited by the A.A.A. program and the relative cheap price of cotton, more pounds of cotton per acre at the cheapest cost per pound, has become a necessity. To accomplish this result, we have found that there are five essential steps in the process of cotton production. We may liken these to links in a chain, since the neglect of one step means the failure of the whole crop.

These five links in the chain of profitable cotton production are: first, intelligent management of the soil; second, well-bred adapted varieties; third, correct fertilization; fourth, thorough preparation and culture; and fifth; proper boll weevil control. Each of these links must be strongly forged if the cotton grower is to succeed.

Taking them up in order:

**SOILS:** All soils must have plenty of organic matter for maximum production. This prevents leaching in wet years, holds moisture in dry years, encourages bacterial growth, insures proper aeration and moisture supply for growing crops. With proper amount of organic matter, we have seen the poorest Norfolk sands produce better than a bale of cotton per acre, and good lands produce two bales or more per acre.

The Southeastern Council adopted a slogan, "The South Will Come Into Her Own When Her Fields Are Green in Winter." This is literally true. Her fields can be green in winter more easily by planting oats as a winter cover crop than any other seed. Our fields are green in winter, all planted with two bushels of Fulgrain oats per acre, or a bushel and a half of oats and 20 pounds of common vetch. Samples were dug on January 5th from three cotton fields planted with oats and vetch about the last of September and showed an average of over 4 tons of green matter or 2836 pounds of dry matter per acre. A ton of dry weight by past analysis would furnish 18.2 pounds ammonia, or about as much as 100 pounds of nitrate of soda or 260 pounds of cot-

ton seed meal. In planting oats alone, no ammonia is added to the soil. Some soils are sandy however, and loss from leaching is heavy. The oat plants take up the available fertilizers in the soil and prevent leaching.

Our hay and corn fields also are planted as rapidly as possible in oats or oats and vetch, and acreage needed for feed is left and the others plowed under between the 15th of February and the 15th of March.

The soil, the season, the previous crop, and crop residue determine very largely the amount of cover crop yields. This is strikingly shown in photograph at the top of the page. In the season of 1937-1938 this 11-acre field was planted in small grain breeding experiments. Cow peas were sown, plowed under green and then planted in cover crops of oats and vetch. Samples taken on January 5th show a yield of 23,348 pounds of green matter or 6,083 pounds of dry matter per acre. This crop contains as much ammonia as would be furnished by 780 pounds of 7% cotton seed meal or 300 pounds of nitrate of soda.

Cover crops are important but a good compost pile is also an asset. Every year all small grain straw, pine straw, leaves and waste hay are saved and composted during the late fall and early winter months, with stable manure and a mixture of sulphate of ammonia, limestone and acid phosphate added to hasten decomposition. See photo at bottom of page.

**COTTON VARIETIES:** The cotton farmer at this time is particularly fortunate. At no time in the history of cotton growing has there been so adequate a supply of well-bred varieties available. Every grower should buy each year sufficient well-bred seed to plant at least 10% of his cotton acreage to grow seed for his entire crop the following year and this would cost less than 15 cents extra per acre if charged to the second year crop. We have been breeding cottons for 37 years and at no time



Making compost—straw, waste hay, leaves and other easily rotted organic matter, are layered with stable manure and small amounts of acid phosphate, ground limestone and sulphate of ammonia, to hasten decomposition.



have we had varieties of such high productivity, quality and wide adaptability to offer. Our Coker 100 strains are the most productive cottons that we have ever bred or seen. We have found no cotton that will produce as much on non-wilt soils. The same is true of our Coker 4-in-1 cotton on wilt lands. The use of these varieties has contributed much to our good yield records and those of our customers.

**FERTILIZER:** Proper fertilization is an important link in this chain. Farmers must study their soils and know their fertilizer requirements. If certain fields do not respond as they should, call in your County Agent and he will contact your soil expert and determine your trouble. In general, we find it pays the eastern farmer to use well balanced fertilizers under cotton and to supplement this with side applications of nitrate and potash, varying according to the needs of the soil.

**CULTIVATION:** A good seed bed must be prepared before the crop is planted. Cover crop fields are first disced, then broken to a depth of 8 to 9 inches with turn plow. They are allowed to stand for two weeks; rows are then run off from 3 to 3½ feet apart. If compost is put in drill it should be covered lightly to prevent loss of ammonia. Well balanced fertilizer is put in drill at the rate of from 400 to 600 pounds per acre and stirred with small sweep or shovel. The land is then bedded and allowed to stand two weeks before planting. Well bred, Ceresan treated seed are planted at the rate of 1 bushel to the acre. As a general practice, we plant in hills 16 inches apart and thin to an average of three stalks. This is varied however to suit varieties and soils.

**BOLL WEEVIL CONTROL:** Boll weevil control is so easy and so cheap that no farmer can afford not to use it.

Bad boll weevil years are frequent but not frequent enough. A farmer gets by one year and makes a good crop so he thinks he will get by every year. Some in this immediate section thought they would get by this year and made ten to fifty per cent of a normal crop, while those who used control methods made a normal crop.

First: We destroy all cotton stalks as soon as cotton is harvested. Weevils will leave these fields in search of other feeding grounds; Second: we destroy hibernating quarters; hay is baled and ditch-banks cleaned and burned; a strip is raked back in woods 100 feet from the edge of the fields, and



Materials for simple, inexpensive and effective method of weevil control—the 1-1-1 formula.

the area between burned during January or February. These practices reduce greatly the number of emerging weevils. Third: The 1-1-1 liquid method of poisoning is used. One gallon of water, one pound calcium arsenate and one gallon of black-strap molasses are mixed. This is applied with a mop, preferably in the afternoon. (See photo below). The first application is made just before squaring, usually late in May or early June, and other applications at weekly intervals. If conditions are favorable for emergence, this will kill from 90 to 100% of the over-wintered weevils. From 2 to 3 gallons of molasses and from 2 to 3 pounds calcium arsenate per acre is all the material required, and will cost 50 to 75 cents and 50 cents will cover labor cost. The fields are carefully watched for signs of weevil, as some few weevils will come out late and escape poison. The squares are picked up and these areas lightly dusted. This link is cheap and not hard to forge strongly.

We, ourselves, by emphasizing these practices, have greatly strengthened the whole chain of our cotton production. We are now doing better farming and are making more pounds of cotton per acre than ever before. A few yield records will speak for themselves.

For the past three years we have averaged a bale or more per acre on our entire planting. In 1938 certain fields produced from 800 to 1,000 pounds of lint per acre, and one farm produced an average of 804 pounds of lint on 103 acres. This farm during the five-year period 1929-1933 averaged 465 pounds of lint per acre, and during 1934-1938 the average was 774 pounds per acre. This shows an increase of 309 pounds of lint per acre, or 66.4%.



Above: Poisoning young cotton with the molasses, calcium arsenate and water method (1-1-1). Good crops are the result of intelligent farming practices.



Section of 55-Acre Mississippi Delta field of Coker 100 cotton which produced 667 lbs. lint per acre, averaging 1 $\frac{1}{8}$ " in staple grown by Wildwood Cotton Plantation Co., Inc., whose letter appears below.

"Coker 100 is the best cotton I ever planted. This season, I made 40 good heavy bales on 35.1 acres and we had an 8-weeks drought which cut me at least ten bales.

"It is extremely early, small leaf and small stalk and staple 1- $\frac{1}{16}$ " or better. I can't say too much for it. I am placing my order for some of your new Coker 100, Strain 2."—L. R. ROLLINGS, Kershaw, S. C.

"Uncle Lewis" Rollings, outstanding Kershaw County Farmer, says "Coker 100 is the best cotton I have ever planted."



## RESULTS AS REPORTED BY OUR CUSTOMERS

### COKER 100 DOES WELL AT MONEY, MISS.

"We planted this one ton of seed on 55 measured acres and produced 36,720 pounds of lint from same or an average lint production of 667 plus pounds per acre; I would say the cotton averaged 1- $\frac{5}{32}$ " in staple length while, as stated, some of it ran 1- $\frac{3}{16}$ " and some only 1- $\frac{1}{8}$ ".

"We were exceedingly well pleased with the results obtained and, as an evidence of this, saved every seed from this production for our 1939 planting and have purchased additional seed from you that we may keep up the purity of the strain."

H. L. GARY,  
Wildwood Cotton Plantation Co., Inc.

### 27 ACRES PRODUCE 51 BALES OF COTTON

(Augusta Chronicle, Aug. 5, 1938)

B. L. Gay, 70-year-old Jenkins County (Ga.) planter, had closed his cotton picking season today, confident he had far surpassed a mark claimed last week by a Bulloch County farmer.

Mr. Gay reported he had garnered 51 bales of cotton, averaging 500 pounds each from 27 acres of land (variety, Coker-Cleviewilt 7).

C. S. Cromley, reporting last week from Bulloch County, said he had gathered 48 bales from 39 acres (variety, Coker-Cleviewilt 6).

Mr. Gay attributes his success to four primary rules: The **planting of good seed**, poisoning of the boll weevil, prompt pick-up of the squares, and hard work. He used 600 pounds of 8-4-4 fertilizer and a sack of nitrate of soda on the crop.



J. S. Brown, St. George, S. C., shown in field of Coker-Cleviewilt cotton which produced 150 bales on 125 acres.



Wagener, S. C., Oct. 29th, 1938.

"On or about August 15th, 1937, I made a trip to your Pedigreed Seed Farm in Hartsville, S. C., and observed your method of weevil control. I was impressed by your system and came back to Wagener and carried a truck load of my tenants to your farms for their benefit in observing this work. I found that after they had first-hand information of the results of proper weevil control I would have no trouble in persuading them to apply poison.

"On my 1938 cotton crops I had planted 97 acres and harvested a little over a bale to the acre. All seed were Coker-Clewevilt Strain 6 with the exception of four acres planted with Coker's 4-in-1. On this latter patch I gathered 9 bales weighing on an average of 498 pounds with 66 $\frac{2}{3}$  pounds of lint extra.

"You may use this letter to any advantage you desire in promoting the use of proper poison and weevil control and the selection of good seed."

Yours very truly,

H. J. JOHNSON.

Below: Hugh Bostwick of Bostwick, Ga., sent us this photograph of his field of Coker 100 which produced 32 500-wt. bales on 20 acres.



This field of Coker's 4 in 1 cotton grown by R. O. Rickenbaker, Orangeburg County, S. C. produced more than 2 bales per acre.

Below: Sheriff Joe L. Smith of Bolivar County, Miss., shown with his son in a fine field of Coker-Wilds cotton.



#### EDGEFIELD, S. C. FARMER MAKES FINE CROP COKER'S 4-in-1

On 21 acres F. W. Miller, leading farmer, Trenton, S. C., produced 17,015 pounds of lint or an average of 818 pounds of lint per acre with Coker's 4-in-1, Strain 1 cotton. Mr. Miller attributes part of the success of his crop to the earliness, heavy yield and wilt resistance of Coker's 4-in-1.



"We planted this seed (Coker's 4-in-1) on 16.7 acres of loam sand land, without fertilizer, and we are very much pleased with the results. The cotton has pulled 1- $\frac{1}{8}$ " and we have sold just a few bales of this cotton at 10 $\frac{1}{2}$  cents. The results are as follows:

We have ginned and wrapped 24 bales of cotton and I would say that the average would be 540 pounds to the bale, and you asked me to estimate the patch and my estimate is that we will gin three more bales, making 27. . . . Now, we intend to plant the whole plantation in this strain of cotton and I have just bought one ton of your improved Cotton (4-in-1 Strain 2)."—Louis Barton, Barton Planting Co., Proctor, Ark.



Our Darlington County neighbor, Henry D. King, made 30 $\frac{1}{2}$  500-wt. bales of Coker 100 on 17 acres . . . an average of 904 lbs. per acre.

Production—843.6 lbs. lint per acre; Lint per cent—34.66%; Staple—1- $\frac{5}{32}$ ".

W. K. HERRIN, Vice-President, Oakhurst Co., Clarksdale, Miss.

Fairfax, S. C.

"I planted 23 acres of 4-in-1 cotton last spring and had a yield of 33 bales averaging 519 lbs. each.

"I am pleased with this cotton and have placed my order for 100 bushels of Strain 2 for 1939 planting."

Yours very truly,

N. B. LOADHOLT.

"Thinking it may be of interest to you, we are giving you the following facts on 10 acres of Coker 100 which we planted in 1937 with this same strain:



Taking cottonseed samples for germination tests.



Each lot of seed is thoroughly tested to determine actual germination.



Various lots of each strain are carefully blended to insure uniformity of germination and quality.

## CARE IN HANDLING COTTON SEED TO INSURE

The outstanding quality of our breeding work must necessarily be safeguarded by an equally well-organized system for growing, handling and testing the seed that we sell. For, no matter how well-bred a variety of seed is, its value for planting purposes is measured by its mechanical purity and germinating ability.

### SEED FIELDS CAREFULLY SUPERVISED

In order to insure the quality of our product, each bushel of seed that we sell is produced under our direct supervision. We buy no seed for sale whatsoever. Our seed growing fields are all located within an easily accessible radius of Hartsville and are regularly inspected by our breeding and production experts. A close watch is kept for variant or off-type plants which sometimes crop out and these are immediately destroyed. Our seed fields are selected with care . . . free from noxious weeds and at safe distances from other varieties. Weevil control and best cultural and fertilizer methods are used to produce not only good yields but healthy, well developed seed.

### HEATING GUARDED AGAINST TO PRESERVE VITALITY

Our cotton is harvested promptly upon opening (but not until moisture has dried off) and is not allowed to remain in the fields longer than necessary. This not only helps preserve the vitality of the seed, but protects the quality and value of the lint. When

the cotton is brought in, it is housed in our well-ventilated cotton rooms where its temperature can be closely watched and controlled. The cotton is stirred frequently to prevent heating.

If any lot of cotton shows excess moisture, it is run through our 40-ft. verticle dryer at a temperature sufficient to dry the lint but not damage the seed. Absolutely no cotton is ginned until we are sure that it is in proper condition to give the best possible sample of seed and lint.

### GINNED ON PRIVATE GINS TO PROTECT PURITY

All of our seed are ginned on our private gins and a special gin day is set aside for each variety or strain. Our gins are equipped with the most up-to-date machinery and are so arranged as to permit a thorough and complete cleaning after each variety is run through.

### LOTING AND TAGGING SEED

Our first ginned seed are put up in slack-filled bags which are turned end-up twice daily as a further precaution against heating. The seed from each individual bale is caught and bagged to itself and identified by a "lot number." This lot number is stamped on a tag and put inside the bag of seed, another is attached to the outside. A complete record is kept of the seed of each bale and from this lot

*Page Twenty*





After a thorough recleaning, seed are treated with Ceresan to aid in securing uniform stands of healthy plants.

"The Final Product" . . . Coker's Pedigreed Seed stored in well-ventilated warehouses ready for shipment.

## PURITY, QUALITY AND GERMINATION . . . .

number, we can readily trace the complete history of any particular lot of seed.

### STORING AND TAKING SAMPLES

After ginning, our seed are stored in large, roomy warehouses with ample air space between stacks and allowed to cure out naturally. After the seed are thoroughly cured out samples are taken from the center section of each bag and tested for germination. A duplicate sample is germinated as a double check.

### GERMINATING LABORATORY

Our germination laboratory is modern and up-to-date in every respect and is operated by a trained staff. Greatest care is exercised to determine the actual percentage of germination of every bag of seed that we sell.

### HIGH GERMINATION

The 1938 season was ideal for the production and harvesting of cotton-seed in this section and our germination is the highest in years. The average of our entire crop of sales seed is well in excess of our guaranteed minimum standard of 80%.

### UNIFORM GERMINATION, SIZE AND QUALITY

After all seed have been tested, each strain is carefully massed together in a series of five mixings

which results in the seed in each bag running uniformly in germination, size and quality. This eliminates the possibility of a difference in stand of two bags of seed of the same variety and strain. After this mixing process is complete, our seed undergo a thorough recleaning both by screening and air-blast methods.

### TREATED WITH CERESAN

The seed are then treated with 2% Ceresan. This treatment has proven tremendously valuable, particularly in seasons when conditions have been unfavorable for proper germination of seed.

### GERMINATION RE-CHECKED

At this point, the seed are again tested for germination as a final safeguard to our customers.

### PROPERLY SEALED AND TAGGED

Attached to each bag of seed that we ship is an analysis tag issued by our state crop commission certifying to germination, varietal and mechanical purity and freedom from communicable diseases or insects, as well as our own official OK tag and metal seal. This OK tag is your assurance that the seed are genuine COKER'S PEDIGREED and have been bred, grown, prepared and tested for greatest production and profit to the grower.

*Page Twenty-one*





## VISITORS ARE WELCOME

These pictures show a few of the thousands of farmers, scientists and agricultural workers, who annually visit our breeding farms, to gain first hand information on improved varieties and better farming methods. Our methods and results are an open book, and you are assured of a cordial welcome when you come. Our breeding and test fields of small grains may be seen to best advantage between the 1st and the 15th of May, tobacco during mid-summer and cotton in late August and September.

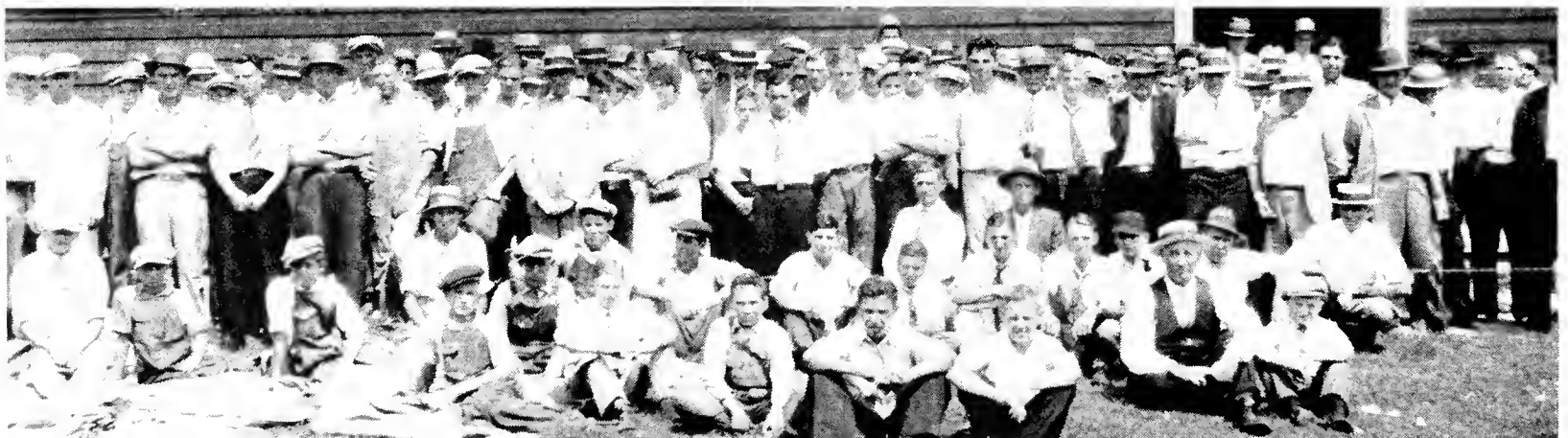
Visiting farmers from Gaston County (N. C.) on tour of inspection of the Coker farms and Dairy, pause to admire one of our herd sires.



U. S. D. A. agricultural experts being shown through our cotton breeding plots by Mr. George J. Wilds.



County Agent Stribling and group of Cherokee County (S. C.) farmers examining a fine field of Fulgrain oats on the Coker Farms.



Farmers and high school agricultural students come annually in large numbers to go over our breeding fields and study our practical farming methods.

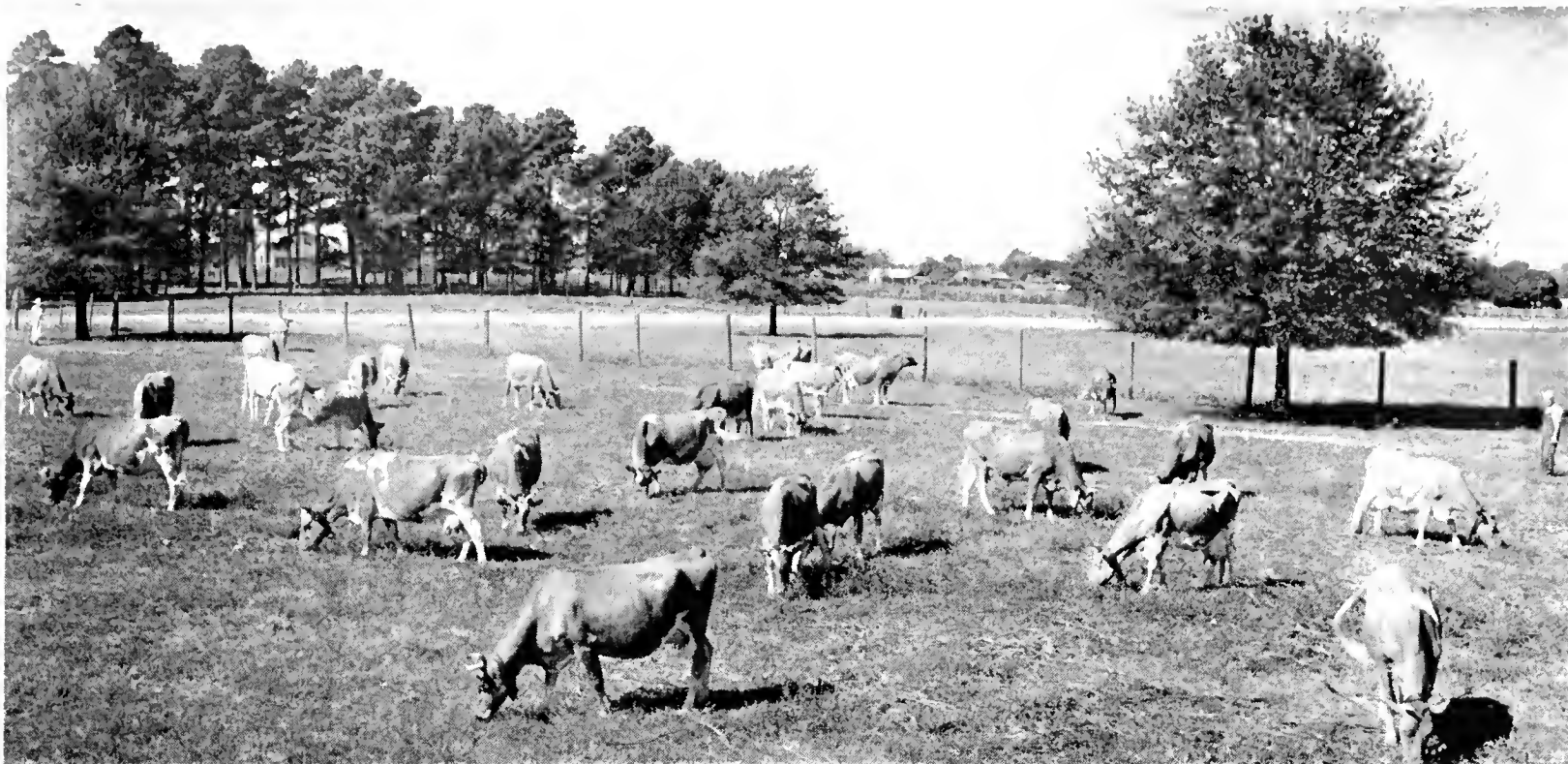


Government Tobacco Specialists from all Southern tobacco-growing states on a tour of inspection of our tobacco breeding work.



This group is representative of the many progressive-minded Colored farmers who visited us last year on "See-and Learn" tours.





## OUR PURE-BRED GUERNSEY HERD

Since 1920, starting with five pure-bred Guernsey heifers and a bull of Langwater and Golden Secret breeding, our herd has increased to over 100 head of animals of which more than forty are now being milked. At least twice this number have been sold off and our modern dairy barn and equipment have been purchased from the profits of the sale of these animals. The purpose behind the development of our pure-bred herd was to demonstrate what could be done under ordinary farm conditions and what any farmer of reasonable means could duplicate with a small outlay of money.

The standard for our herd, which we set some years ago, that a cow with her first calf must make or be capable of making 10,000 pounds milk and 500 pounds of butter fat, has been strictly adhered to.

Two National class leaders and 16 state class championships in Advanced Register testing work have been developed in the herd.

Our Guernsey, Violet of Orchard Springs, completed a record for us which has never been equalled in the South. As a mature cow, she produced 16,939.6 pounds of milk and 961.2 pounds of butter fat.

Her double granddaughter, Double Silver, has just completed her first record as a 2½ year old with

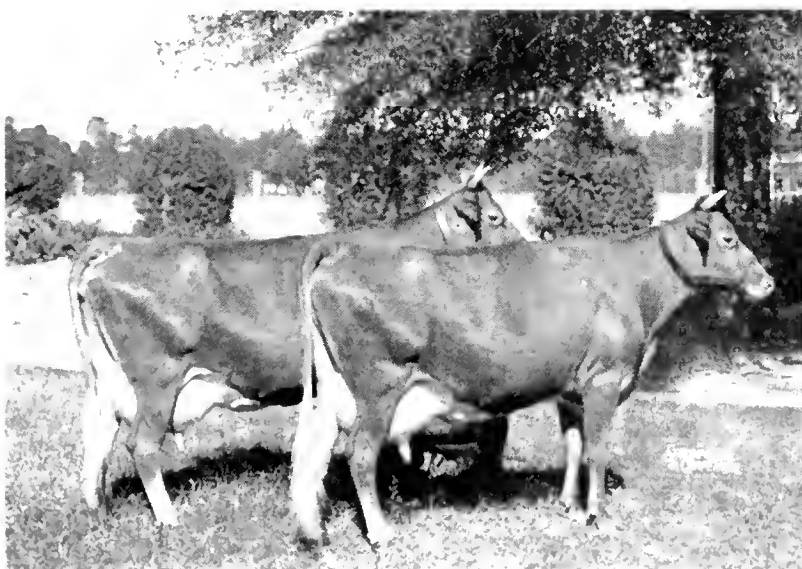
11,666.9 pounds of milk and 664.3 pounds of butter fat. On the basis of this splendid record, we received a flattering offer for this cow which we turned down in order to retain her in our herd for breeding.

One of our herd sires, Coker's Silver Ophir, a grandson of Violet, and son of Amelia's Rose Gold of Ophir (which we sold to a breeder in the East for the highest price received for any bull shipped from this State), has five daughters which at an average age of 2½ years have completed official test with records averaging 607.8 pounds of butter fat. These records are 28.7% above the average of the Guernsey breed for the same classes.

Two of Ophir's daughters, the twins Clyburn Kate and Clyburn Duplicate whose picture is shown at the bottom of the page, finished their tests only ¼ of one pound of butter fat apart. Kate produced 625.1 lbs. and Duplicate, 625.5 lbs.

Our present herd is descended from such distinguished ancestry of the May Rose breeding.

We have for sale a limited number of fine animals, both male and female, at reasonable prices. We invite you to visit us and see our herd.



# BUSINESS TERMS AND IMPORTANT NOTICES

**OUR PRICE POLICY:** Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets. Please do not ask for special discounts or price cuts for we do not make them and you will save us the embarrassment of turning you down. However, you will feel secure in the knowledge that no other customer has purchased the same article in the same quantity at a lower price than you were charged.

**TERMS OF SALE:** Our terms are payment with order, order notify shipment bill of lading attached or Cash on Delivery. Remittances may be made by personal bank check, money order, cash or stamps. We cannot be responsible for your remittance until it reaches us.

**YOUR PROTECTION:** Our personal, business and scientific reputation is your best guarantee and protection.

**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are **all** bred, grown, prepared, tested and stored under our personal supervision and control. Our business is not in the buying and selling of seed, either those grown from seed which we sold or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South.

---

## HOW GROWING CONDITIONS AFFECT YOUR COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility, culture and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

---

Because of our recent discovery of several new and very deadly types of cotton wilt (which raises the presumption that there may be other types undiscovered), **we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.**

***COKER'S PEDIGREED SEED CO.***

**HARTSVILLE, SOUTH CAROLINA**



